

BUILDING BRAND AWARENESS

The Launch of Portraits of Peninsula

The challenges in developing an advertising campaign are many and varied, but crucially a company's advertising must project its values in a snapshot image whilst at the same time differentiating itself from its competitors. The company met the challenge by identifying the particular element it regards to be most important – the people behind the spirit and philosophy of the brand.

Renowned photographer Annie Leibovitz was retained and given free rein to capture, in her signature black and white medium, the images that best define the personality of The Peninsula Hotels – the staff in action. Turned into innovative advertising, the campaign was launched in Hong Kong and New York in October 2004.

The Peninsula Hotels has also linked its campaign development with community involvement and is to fund a three-year photo-essay competition to assist photography students in Asia and the USA to further their studies. Ms Leibovitz has agreed to lead the judging panel for the competition entries.

Since its launch, the advertising has caught the attention of, and attracted enthusiastic comment from, the industry and consumers.

In The Hotel Sales & Marketing Association International Annual Adrian Bell Awards, the campaign won a Platinum Award and “Best in Show”, and in Forbes magazine, in the Winter 2004 Subscriber Advertising Measurement on recall, The Peninsula Hotels was the top scoring advertiser in the Hotels & Resorts category.

The strength of the brand has been further underscored in an independent consumer survey conducted in Hong Kong in October in which The Peninsula was voted Hong Kong's most admired brand.



“To us within the Peninsula family, service is an art and our staff are very special people - the true heart and soul of our hotels worldwide.”

*Clement KM Kwok
CEO, The Hongkong and
Shanghai Hotels*





“We shot over 400 rolls of film and worked from dawn to dusk. I only wish that we had more time because with every day my respect for this extremely dedicated group of people grew deeper.”

Annie Leibovitz

